



# California Apartment Association Los Angeles Division

Reach the premier rental property owners  
and managers of CAA Los Angeles.

## The CAA Advantage

- CAA Los Angeles is a division of the California Apartment Association (CAA), which is **the nation's largest statewide trade association for people who own or manage rental property.**
- CAA members spend more than **\$600 million** on products and services each year.
- CAA Los Angeles **members own and operate more than 65,000 units** of rental housing in Los Angeles County.

## Who We Are

California Apartment Association, Los Angeles is a division of the nation's largest statewide trade association for owners and managers of rental properties. We serve the rental housing industry in greater Los Angeles County, and members own and operate more than 65,000 units of rental housing. Statewide, CAA members spend more than \$600 million a year on products and services.

## Readership Profile

Our monthly eNewsletter is received by California Apartment Association Los Angeles member CEOs, portfolio managers, property managers and independent rental owners. Some recipients companies include BRE Properties, E&S Ring, AvalonBay, Alliance Residential and Equity Residential.

**Interested in advertising?**  
**For more information, contact:**

**David Evans**

Publication Director

Toll-free: (800) 796-2638, ext. 2610

Fax: (770) 810-6995

E-mail: [devans@naylor.com](mailto:devans@naylor.com)



**CAA LOS ANGELES ONLINE**  
Connecting you with CAA Los Angeles  
members throughout the year

**Updates & Newsflash eNewsletter**



Whether in the office or on the go,  
members and non-member subscribers can  
stay informed of the latest industry  
developments and association news.

To learn more about CAA Los Angeles, visit:  
**[www.caanet.org/CAA\\_Los\\_Angeles.aspx](http://www.caanet.org/CAA_Los_Angeles.aspx)**

# Updates & Newsflash monthly eNewsletter

## Reach the premier property owners and managers of CAA Los Angeles

Now more than ever, professionals consume information on the go. Our redesigned **Updates & Newsflash** eNewsletter allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,200 decision makers on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### Horizontal Banner

12 Months | \$1,900   6 Months | \$1,100   3 Months | \$700

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Vertical Banner

12 Months | \$1,600   6 Months | \$950   3 Months | \$650

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

**CAA Los Angeles members receive a 10% discount on listed rates.  
We appreciate your support!**

### Recipients :

- **Are property managers and site presidents** across the Greater Los Angeles area
- **Maintain and manage more than 65,000 units**, including upscale residences with average rent exceeding \$2,500/month
- **Control purchasing budgets** and decide which vendors to employ on property projects

**Interested in advertising?  
For more information, contact:**

# Updates & Newsflash monthly eNewsletter

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## eNewsletter Branding Opportunities

To be included in the **Updates & Newsflash** eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG or GIF format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

### Horizontal Banner (468 x 60 pixels)

12 Months | \$1,900     6 Months | \$1,100     3 Months | \$700

### Vertical Banner (120 x 240 pixels)

12 Months | \$1,600     6 Months | \$950     3 Months | \$650

**CAA Los Angeles members receive a 10% discount on listed rates.**

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. CAL-N0012

**Please sign and return to:**

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# **Updates & Newsflash** monthly eNewsletter

## **Online Specifications**

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### **eNewsletter**

#### **Horizontal Banner**

- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

#### **Vertical Banner**

- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB